

MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, January 16, 2014
W Hotel Hollywood – Strategy Room

Directors Present	John Tronson, President	Tronson Investment Group
	C. Drew Planting, Treasurer	GPI
	Monica Yamada	CIM Group, LP
	Frank Stephan	Clarett West
	Mark Echeverria	Musso and Frank Grill
	Leslie Blumberg	The Fonda Theatre
	John Lyons	Avalon
	Mark Echeverria	Musso and Frank
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Mark Stephenson	Hollywood United Methodist Church
	John Lyons, Vice President	Avalon Hollywood/Bardot
	Charlie Colletta	HEI, LLC
	Jan Martin, Secretary	AMDA
	Galo Medina	Comprehensive Financial Services
	David Benavente	Shine America
Directors Absent	Joe D'Amore	CRC Entertainment Inc.
	Don Mushin	Toyota of Hollywood
	Leron Gubler	Hollywood Chamber of Commerce (ex-officio)
Staff	Kerry Morrison	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Sarah Besley	
Guests	Tina Choi	consultant
	John Hrovat	Camden
	Benjamin Brousseau	Camden
	Paul Tanaka	Candidate for LA County Sheriff
	Heather Carmichael	My Friend's Place
	Marya Bangee	Coro

I. Call to Order

The meeting was called to order by Board President John Tronson at 4:13 p.m.

II. Open Forum

Paul Tanaka, Mayor of Gardena, introduced himself and stated that he is a candidate for Sherriff of LA County. A lifelong resident of Los Angeles, Tanaka said he believes the BID has helped improve Hollywood incredibly, and has brought the neighborhood together. The election will take place on June 3rd.

Tina Choi, with sbe Nightlife, introduced Benjamin Brousseau and John Hrovat with Camden, who presented on their project at Vine and Selma, which was entitled in 2007 and resurrected now as a 7-story building. Previously, the project was planned with an 11-story building with a Whole Foods market on the ground floor. While the market is no longer involved, there will be only one tenant on the ground floor which they hope to announce within thirty days. The new project will have 287 residential units and 40,000 sq. feet. Camden is collaborating with sbe Nightlife on branding the residential units. There is a 36-month timeline to complete construction; it will be about one year before the construction goes above-grade. They stated that they will provide a construction mitigation phone number for anyone with concerns.

Heather Carmichael, My Friends Place, spoke on behalf of her organization, which has served homeless youth ages 18-25 in Hollywood for 26 years. My Friends Place serves nearly 1,500 people per year, and about 80-100 per day. They have had a tremendous working relationship with BID security, and they are interested in forming more partnerships with local groups. She said a small investment of \$3000 would fund a pilot program to respond to neighbors. 101 young people were housed last year and 96 jobs were found for their clients.

Morrison introduced Mary Bangee, a CORO Fellow who has been working with HPOA for the last two weeks.

III. Approval of Minutes

It was moved by Drew Planting, seconded by Jan Martin and **CARRIED to approve the minutes from the Board's December 20, 2013 meeting. 13 voted in favor.**

IV. Treasurer's Report

A. Review and approval of December 31, 2013 financial statement

Planting and Morrison walked the board through the year-end statements for 12/31/13, and a detailed variance report addressing each line item was distributed in the board packet.

It was moved by Frank Stephan, seconded by Galo Medina and **CARRIED to approve the December 31, 2013 Treasurer's Report. 13 voted in favor.**

V. Committee and Activity Reports

A. Marketing and Communications – Jan Martin and Devin Strecker

- 1. HED Photo Bank:** Strecker reported that the Marketing Committee has been formalized and will be meeting again on Wednesday, January 29 from 11:30 a.m. – 1:30 p.m. at AMDA, with Jan Martin serving as chair. In the meantime, Gary Leonard has been hired as a photographer to produce a photo bank for the BID to use in promotional and marketing materials, including the new Visitors Guide & Map App, which is to launch this spring.

B. Security – Charlie Colletta/Kerry Morrison

1. **Andrews International Year End Security Report:** Seyler reported that Andrews finished its 7th year providing security services to the BID. Last year the officers worked closely with LAPD and other organizations, including social service providers, and attended over 180 meetings. Last year, radio calls, citizen contacts and business checks were all up from the year prior. Seyler then detailed several events and incidents in 2013, including notable arrests, trainings, and homeless outreach efforts (including the EMO – Egg McMuffin Outreach on December 25). A comprehensive year-end summary was distributed to the board.
2. **Status of Camera Installation:** Mariani reported that the installation is underway, upgrading all 9 cameras, with priority being given to the two near Hollywood & Highland which should be finished before the Academy Awards. The remaining cameras should all be completed by the end of March. The committee is also looking into a template for property owners who want to buy their own camera(s) to plug into the system.
3. **Report from first meeting of 2014:** Colletta stated that there has been amazing cooperation between Andrews and LAPD in beginning the new year. A new initiative for the year will involve working with LAPD and the City Attorney to combat the sales and distribution of cheap liquor to chronic inebriates in the BID.
4. **Request for 8 a.m. closing by Hollywood Nightclub:** Morrison reported that Councilmember O'Farrell had asked for BID opinion about a nightclub wanting to stay open until 8 a.m. after New Year's Eve, and the request was brought to the security committee, who thought the best course of action was to defer to LAPD on any of these types of requests.

It was moved by Mark Stephenson, seconded by Charlie Colletta and **CARRIED to defer decisions on exemptions to CUP to LAPD. 13 voted in favor.** Tronson said he does want to give a heads up to board members in these cases so that board members may choose to give input individually.

C. Streetscape and Planning – Mark Echeverria/Sarah Besley

1. **Status of 90-day extension with CleanStreet:** The 90-day extension of the Cleanstreet contract was signed on January 1st. The Ad-hoc Selection Committee continues to explore their options and assess Cleanstreet's performance. Cleanstreet has been very responsive to many of the demands of Staff and the Ad-hoc Committee – most notably the hiring of a field-supervisor for both BIDs. A final decision, as to which contractor will receive the 5-year contract, will likely be made in mid February.
2. **Community Plan Update:** Director of Planning, Michael LoGrande issued a letter (distributed to the Board) acknowledging that the City Attorney is currently analyzing the tentative statement of decision from the LA Superior Court that invalidated the HCPU. The letter also indicates that although the HCPU remains in effect at this time, the ruling would order the city to rescind the Update and all related approvals and refrain from granting any permits or entitlements derived from the HCPU. The council office has given some indication that the City Attorney will appeal the ruling or portions thereof.
3. **Carr lawsuit mediation January 30, 2014:** This is the second mediation in the case involving the Canadian tourist that tripped on a tree well on Orange Drive. A trial date has been set for June 5th.
4. **DWP grant:** The DWP is once again offering a \$5,000 grant for beautification projects. Last year the grant paid for clean-up of the five freeway off-ramps leading into Hollywood. This year staff would like to utilize the funds for a project currently underway – either the La Brea or Argyle median.
5. **Landscape Services Contract / tree replacements:** Landscape services contractor Landscos commenced service in late December. The contractor is currently bringing most of our trees to a "baseline level" so

that ongoing maintenance is consistent. Since then about 30 trees have been staked and trees will be planted where there are vacant wells. So far HPOA staff has not been very impressed with the quality of the trees planted by the city through the Bureau of Sanitation's tree planting program.

6. **Meeting with Commissioner Kevin James at BID Consortium:** The Commissioner spent 1 ½ hours w/ the BID Consortium last week, and he described the structure of the Board and their various responsibilities. James directly oversees BSS, which includes sidewalk repair, trees, and street use permits (much of the domain for BIDs). BSS is also the hardest hit because it draws from the general fund (unlike BSL and Sanitation). He spoke at length about sidewalk liability, the street bond, and possibly resurrecting the 50/50 sidewalk repair policy with an indemnity clause. He is planning to return to the BID Consortium in the coming weeks gauge support, among BID directors, for the bond measure.

VII. New Business

1. **"What I Learned at IDA New York:** Besley, Strecker and Mariani presented on the top 10 things they learned at the International Downtown Association annual conference which they attended in October in New York City. Medina commented after the presentation that perhaps one or more of the sidestreets in the BID could be closed to vehicular traffic to make more pedestrian-friendly spaces.
2. **Information Only – ad placed by property owner Aaron Epstein in LA Times:** Morrison brought the board's attention to this ad but no action was needed.
3. **Establish Insurance Working Group:** Morrison reported that after last month, she has talked to Steve Romine who recommended we establish a working group to interview up to three brokers and then authorize them to go out for policies. He recommended this process rather than an RFP process. Morrison will set up a time to get the ball rolling. The working group will consist of Galo Medina, Drew Planting and David Green.

VIII. Staff Report

1. **Change order between CHC and HPOA:** Morrison stated there is a draft agreement in the meeting packet, noting that CHC is increasing its annual contract amount. In the agreement, there are certain services HPOA does not provide, including financials. Duke Gallagher has done the bookkeeping pro-bono but is looking to retire. CHC needs to figure out how they will administer their financials before the change order can be finalized.
2. **Mayor's Budget Forum – Tuesday, January 21, 6-8 p.m. at Taglyan:** Morrison would like to encourage business people to attend the event.
3. **Chamber's Seismic Issues Forum:** Morrison applauded the Chamber for taking a proactive stance and bringing in Dr. Lucy Jones for this seminar. The seminar is scheduled for February 13 at the Roosevelt Hotel.

IX. **Next Meeting:** The next meeting is scheduled for February 20, 2014.

X. **Adjournment:** The meeting was adjourned at 6:02 p.m.